

WBNS-TV, Inc. DEPT L-1133 COLUMBUS, OH 43260-1133

GMMB 1010 Wisconsin Avenue Suite 800 Washington, DC 20007 Contract #
Schedule Dates

Sales Office

Buyer Name

Comments

Date:

Schedule Dates 10/30/12-11/05/12
Advertiser Obama for America

Obama for America (6765)

103095

Agency GMMB (4408)
Product Political/Candid

Product Political/Candidate (1161)
Brand political candidate (1775)

Salesperson Philadelphia Office, Philly (1680)

Eagle Television/Philadelphia Office KAUFMA,MEREDITH

Phone/Fax

CPE 95/101/1904/SKED C

Account Types National/Political
Billing Type Standard

OBAMA/P/D SKED C

OBAMA FOR AMERICA SKED C

Date Entered Last Modified 10/01/12 10/01/12

Entered By K

Kathy Sparks

CO-OP No

Headline # ECR07909312

Demo

Order Type Normal

Package Deal

Commission % 15.00

Date:

Comments:

 Commission
 \$11,640.00

 Net Total
 \$65,960.00

Sales Tax

WBNS-TV (WBNS)		1
By Broadcast Month	Spots	<u>Rate</u>
Nov. 2012	48	\$77,600.00
Grand Total:	48	\$77,600.00
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	5A- 5:55A (EST)	1		, X	X	X	ĻΧ			1	\$800.00	\$800.00	WBNS-TV (WBNS)	5A NEWS	10/1/12
2.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	5:57A- 7A (EST)	1		X	X	' X	, X	ł I		1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	6A NEWS	10/1/12
3.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	7A- 8A (EST)	2		х	Х	X	. X	! !		2	\$1,200.00	\$2,400.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 7AM	10/1/12
4.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	8A- 8:55A (EST)	2		×	Х	×	Х	 		2	\$1,000.00	\$2,000.00	WBNS-TV (WBNS)	CBS THIS MORNING AT	10/1/12
5.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	6:57A- 9A (EST)	1				1	1	X		1	\$800.00	\$800.00	WBNS-TV (WBNS)	SAT CBS THIS MORNING	10/1/12
6.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	6:28A- 8:30A (EST)	1		:		1	I	 	Х	1	\$400.00	\$400.00	WBNS-TV (WBNS)	SUN AM NEWS	10/1/12
7.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	8:58A- 9:55A (EST)	2		X	Х	¦ X	X	1		2	\$800.00	\$1,600.00	WBNS-TV (WBNS)	KELLY	10/1/12
8.0	Normal Line / SPOT	10/30/12-11/02/12	. 3	:30	9:58A- 10:55A (EST)	4		X	Х	X	X	i i		4	\$800.00	\$3,200.00	WBNS-TV (WBNS)	DEAL	10/1/12
9.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	10:58A- 11:57A (EST)	2		X	х	¦χ	X	!		2	\$800.00	\$1,600.00	WBNS-TV (WBNS)	TPIR	10/1/12
10.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	11:58A- 12:30P (EST)	3		: x	×	¦ X	<u> </u>	I I		3	\$1,200.00	\$3,600.00	WBNS-TV (WBNS)	NOON NEWS	10/1/12
11.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	12:30P- 2P (EST)	3		Σx	Х	X	X	t I		3	\$1,200.00	\$3,600.00	WBNS-TV (WBNS)	SOAPS	10/1/12
12.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	2P- 3P (EST)	3		; x	Х	⁺ X	X	7		3	\$800.00	\$2,400.00	WBNS-TV (WBNS)	TALK	10/1/12
13.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	3P- 3:55P (EST)	3		; x	Х	̈́χ	; x			3	\$800.00	\$2,400.00	WBNS-TV (WBNS)	PHIL	10/1/12
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"WBNS-TV, Inc., and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is herby rejected."

Accepted-Station:

Accepted-Agency/Advertiser:



WBNS-TV, Inc. **DEPT L-1133** COLUMBUS, OH 43260-1133

GMMB 1010 Wisconsin Avenue Suite 800 Washington, DC 20007

Contract # 103095 Schedule Dates

10/30/12-11/05/12 **Advertiser** Obama for America (6765)

Agency GMMB (4408)

Product Political/Candidate (1161) Brand political candidate (1775)

Salesperson Philadelphia Office, Philly (1680) Sales Office Eagle Television/Philadelphia Office

Buyer Name KAUFMA, MEREDITH

Phone/Fax

Date:

CPE 95/101/1904/SKED C **Account Types** National/Political

Billing Type Standard Comments

OBAMA/P/D SKED C OBAMA FOR AMERICA SKED C

Date Entered 10/01/12 **Last Modified** 10/01/12

Kathy Sparks **Entered By**

CO-OP Νo

ECR07909312 Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Date:

Comments:

Commission \$11,640.00 Net Total \$65,960.00

Sales Tax

Nov. 2012 \$77,600.00 Grand Total: 48 \$77,600.00

Spots

48

Rate

WBNS-TV (WBNS)

By Broadcast Month

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	ı W	Ve Th	Fr	Sa S	Gu	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / SPOT	10/30/12-11/02/12	3	:3	03:58P- 5P (EST)	3		; x)	x¦x	; x ;			3	\$800.00	\$2,400.00	WBNS-TV (WBNS)	oz	10/1/12
15.0	Normal Line / SPOT	10/30/12-11/02/12	3	:3	0 6:58P- 7:30P (EST)	2		: X	>	κ¦χ	X	- 1		2	\$2,800.00	\$5,600.00	WBNS-TV (WBNS)	JEOPARDY	10/1/12
16.0	Normal Line / SPOT	10/30/12-11/02/12	3	:3	07:30P-7:57P (EST)	3		Х	,)	κ¦χ	, X	I		3	\$2,800.00	\$8,400.00	WBNS-TV (WBNS)	WHEEL	10/1/12
17.0	Normal Line / SPOT	11/05/12-11/05/12	3	:3	07:57P- 9P (EST)	1	X				1 1			1	\$6,000.00	\$6,000.00	WBNS-TV (WBNS)	HIMYM/PARTNERS	10/1/12
18.0	Normal Line / SPOT	11/01/12-11/01/12	3	:3	07:57P- 9P (EST)	1				X		- !		1	\$8,000.00	\$8,000.00	WBNS-TV (WBNS)	BIG BANG/2.5 MEN	10/1/12
19.0	Normal Line / SPOT	11/04/12-11/04/12	3	:3	09P- 10P (EST)	1						- 1:	х	1	\$6,000.00	\$6,000.00	WBNS-TV (WBNS)	GOOD WIFE	10/1/12
20.0	Normal Line / SPOT	11/04/12-11/04/12	3	:3	0 10P- 11P (EST)	1					1 1		x	1	\$6,000.00	\$6,000.00	WBNS-TV (WBNS)	MENTALIST	10/1/12
21.0	Normal Line / SPOT	10/30/12-11/02/12	3	:3	0 11:35P- 12:37A (EST)	1		̈́χ)	ΧХ	Х	!		1	\$800.00	\$800.00	WBNS-TV (WBNS)	LETTERMAN	10/1/12
22.0	Normal Line / SPOT	11/05/12-11/05/12	3	:3	0 7A- 8A (EST)	1	Х	:			 			1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	CBS THIS MORNING AT	10/1/12
23.0	Normal Line / SPOT	11/05/12-11/05/12	3	:3	08:58A-9:55A (EST)	1	X							1	\$800.00	\$800.00	WBNS-TV (WBNS)	LIVE WITH KELLY	10/1/12
24.0	Normal Line / SPOT	11/05/12-11/05/12	3	:3	0 10:58A- 11:57A (EST)	1	X	I		1	1 1	1		1	\$800.00	\$800.00	WBNS-TV (WBNS)	THE PRICE IS RIGHT	10/1/12
25.0	Normal Line / SPOT	11/05/12-11/05/12	3	:3	0 11:58A- 12:30P (EST)	1	×	1		:	1 1			1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	NOON NEWS	10/1/12
26.0	Normal Line / SPOT	11/05/12-11/05/12	. 3	:3	0 2P- 3P (EST)	. 1	Х	:		1				1	\$800.00	\$800.00	WBNS-TV (WBNS)	THE TALK	10/1/12
	<u></u>			<u> </u>	CON	<u>I</u> IFIF	<u>L</u> ₹Iv	A	TI(ON	CC)N	FR	AC	Mobier				

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Accepted-Agency/Advertiser:



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GMMB 1010 Wisconsin Avenue Suite 800 Washington, DC 20007

103095 Contract # Schedule Dates 10/30/12-11/05/12 Advertiser Obama for America (6765) Agency GMMB (4408)

Product Political/Candidate (1161) political candidate (1775) Salesperson Philadelphia Office, Philly (1680) Sales Office Eagle Television/Philadelphia Office KAUFMA, MEREDITH

Buyer Name Phone/Fax CPE 95/101/1904/SKED C Account Types National/Political

Brand

Billing Type Standard Comments OBAMA/P/D SKED C OBAMA FOR AMERICA SKED C

Date Entered 10/01/12 **Last Modified** 10/01/12 Entered By Kathy Sparks

CO-OP No ECR07909312 Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$11,640.00 Net Total \$65,960.00

Sales Tax

WBNS-TV (WBNS) By Broadcast Month <u>Rate</u> Spots Nov. 2012 48 \$77,600.00 Grand Total: 48 \$77,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We T	h Fr	Sa S	ı Spo	ts Rate	Total		Station	Comments	Entered
27.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	3:58P- 5P (EST)	1	ı x	1	1	i	1		1 \$800	00	\$800.00	WBNS-TV (WBNS)	DR OZ	10/1/12
28.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6:58P- 7:30P (EST)	1	ı x		!	1	1 1		1 \$2,800	00 \$	2,800.00	WBNS-TV (WBNS)	JEOPARDY	10/1/12
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Accepted	Accepted-St	Accepted-Station:								Date: Comments:								

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